

Subject: Farmers' Market Budget

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I've attempted to update our SWFM Pro Forma Budget for the 6 months of operations in 2016. A copy of my work sheet is attached. I have too many questions to go any further. The spreadsheet is sounding an alarm, so I'd like for Ralph & I to get this nailed down ASAP.

1. I'm good with our Management Fee & Logistics Crew line items. These are big costs and necessary to our success.

2. What are our "Permits and Agency Expenses" for July? And going forward?

3. We paid \$311 for a County Health Permit. What is the term of that permit? A year? 12 months or calendar?

4. Are we really planning to incur DOT Parking Control costs of \$150 / wk?

5. I'm good with the insurance cost. Next year we can get some competitive bids before proceeding with renewal.

6. Cynthia sent an email suggesting \$300 / wk for bathroom and sink rental. Really?

7. I'd like to get some detail on our "normalized marketing, HTN, entertainment, and supplies" costs. What do we expect in each category?

8. So far as I know there are no Grand Opening Event expense detail. Can anyone give me some details? Which of those expenses are one-time? Which will extend to the next month?

9. I haven't included door hanger printing & distribution costs. I haven't included any "peach coin" costs? Can someone help here please?

Ralph, can you send me any real figures you have so I can incorporate them into this spreadsheet? Thanks.

— Attachments: —

Sunday Farmer's Market Sensitivity Analysis DRD 160705.pdf

408 KB